PPC April 6, 2012

In attendance: Jeff C, Jeff D, Susan, Jenny, Krystal, Jonathan, Marelda, Elysa, Lisa, Mary K, Shannon

Meeting begins at 2:10 PM

Susan gives a review of meetings with individual port committee members:

* Desk time was a consistent comment across the meetings, suggested solution is to schedule 6 hours of desk time
* Large variations in sense of accomplishment
  + An incredible amount of work has been accomplished
  + Grants/ meetings with organizations and individuals, etc…
* Must remember what has been done instead of what has not been done.
* Check back and re-read the wiki to get a sense of where we have been and remind ourselves where we are going
  + External deadlines sheet on the wiki
* To paraphrase Jonathan “ The idea train has left the station”

Susan also demonstrates the [www.dalveromystic.com](http://www.dalveromystic.com) website showcasing artists work in relation to the *CWM*. Saturday May 19th is the exhibit opening.

Underground Railroad discussion as one of the artists was inspired by the potential connection

Elysa – addresses the possibility of the underground railroad discussion and through research has found that there is no definitive proof of a fugitive on board.

Susan – external deadlines draft passed out. Closest thing is the summer testing opportunity

**Discussion about online survey**

**Elysa** – Karen (sp?) from last fall we’ve really progressed. Testing audience knowledge interests and reactions in two ways. One is an online survey, ask targeted questions and use conceptual images. This is the type of feeling we would like to capture, etc… People online put more effort to survey online instead of being interviewed in person.

Should this be reaching members, members plus, port communities? Who do we want to test/survey? Geographic range? Mainly going to reach individuals online so it will not reach certain demographics.

Advertise on patch.com

**Krystal** – Port partners get email blast to their email lists

**Jeff c.** – someone who responds will already be part of our audience

**Jonathan** – do you survey the audience you have or the audience you want?

**Elysa** – people who already in our audience but not may think of the audience seaport immediately

**Jonathan** – you do want to survey the audience you have but you want to explore new audiences

**Susan** – serves as a marketing tool

**Elysa** – what port programs are in play? Groups – what activities/supplies/people etc… that we will need to help develop questions for the survey. Whale Tale – Lisa put together for the drama piece, paragraph about what and why, the goals of program, images of similar programs, reactions to puppet show programs, some quotes from primary sources Louisa May Alcott. This can be turned into a surveymonkey survey.

**Krystal** – good if emailed out for an example for …teacher advisory group.

**Elysa** – if we have specific questions we would like to ask let us know so that we can include those in survey. Have questions material in next two weeks before heading into summer before on the street interviews

**Susan** – group has wonderful tendency to do collaborative work, but we don’t have to bring together 12 people to move it forward.

**Krystal** – bounce ideas with teachers, after date we can float to the top of those ideas

**Susan** – may not need the teachers for this survey, different audience

**Elysa** – 38/38?

**Krystal** – more like the year of the *Morgan* programming

**Elysa** – looking for responses from civilians and families, do have interns to help develop small evaluation project with teachers/educators.

**Susan** – If my child had a project at school would that make me more likely to come attend

**Elysa** – Also helpful to rank programs, what have the most appeal/draw, we can layer these questions in

**Krystal** – when will we have or see the results from these?

**Elysa** – midsummer, on the street by mid-July or so. By end of August/Summer have an idea.

**Jeff C.** – group size and configuration i.e. families or not and also whether or not their members

**Jonathan** – What project I am in? Answer: The Exhibit.

**Lisa** – asking about accessibility issues? Vision, hearing, physically limited?

**Elysa** – yes, specific program ideas (5-6) Stillman, wishes for whales, stowaway, dockside/ship experience, whales tale (5 in all). Any others? Education separate.

**Susan** – no exhibitry onboard, but the whole look and feel is part of it,

**Elysa** – what would people like to see on board?

**Jeff C** – what would compel them to come? Could my family do something historic and authentic, choose something from the menu. Think the accessibility issue may be the environment and facility, parking, fee, food, all day experience? Hour and a half?

**Susan** – Karen will tell us how long … should be

**Elysa** – Yes, she’s good about saying yes, that’s prohibitively long, we can test the length of things in new London and in New Bedford but in general no more than four-6 questions, content, spending, time, etc….

**Marelda** – beyond the programs will there be generic background questions

**Elysa** – yes probably up front, and then focus on the themes

Interns will do data collection in July, report mid to late august. Karen just submitted 34 page final report draft re Stillman

**Susan** – getting more specifics down on paper crew business of ship

Break out for thought exercise for helping decide who will be crew that are involved with the business of the ship

* Goal is to think about the following when thinking about the 10 slots open for each of the 16 legs:
  + What category would this individual fit under?
  + What would be the duration of their stay on the ship (1 or more legs)?
  + Outcomes or what the **individual would contribute** how they would make it a better voyage.
  + Recommendation on how to select the individuals
  + Would their leg be during a transit or during a stay in port or both?
  + Is there a specific port that would make more sense?
* Individuals suggested at the activity ranged as follows:
  + NOAA/Scientist
  + Scholar – resulting in book/lecture etc…
  + Musicians/Artists/Authors – resulting in exhibits or works, award winners from field on different legs with different experiences.
  + Matt Lauer/Wooden Boat/Film crew/media representatives
  + Stowaway – whole trip, all legs
  + Port Hero – someone who helped make the port arrangements possible
  + Staff Member – A ‘handler’ for other guests
  + Other captain or dignitary
  + Man vs Wild or other survivor show, Man vs Food, etc… Billy Campbell, James Franco
  + Hair stylist
  + Dog named after Starbuck
  + Smithsonian representative or descendent
  + Barack Obama or President of USA
  + Stowaway Liaison – care and feeding of stowaway
* Selection process centered towards a RFP
* Video submission or application process

Meeting draws to a close